

**PHILIP MORRIS U.S.A.**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, N.Y. 10017

**TO:** Mr. John Gavin  
**FROM:** Carolyn Levy  
**SUBJECT:** Ad/Pack Tests M 10 and M 21

**DATE:** August 15, 1986

As per our discussion, we would like to have the Salem and Salem Lights cigarettes for these tests overtipped with special white tipping paper with a gold or green ring on it.

We feel that the appearance of the Salem and Salem Lights will be substantially improved by this special tipping. Furthermore, these white-tipped cigarettes will not be at a disadvantage relative to the cork-tipped Kool, Newport and Kool Milds with their cork-on-white overtipping.

Since ad/pack tests are monadic, cigarette appearance is critical. Please let me know if I can provide further information.

*Carly Levy*

CL/s1  
cc: N. Brennan  
K. Eisen  
T. Goodale  
J. Isaacs  
A. Krut  
K. Miller  
J. Myracle  
J. Zoler

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